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LC/NAIROBI.

REPORT OF THE REGIONAL SEMINAR ON WOMEN AND DECISION MAKING IN THE MEDIA

Addis Ababa, Ethiopia
11 to 14 February 1985

I. [illegible]

1. The ECA/UNESCO Seminar on Women and Decision Making in the Media for English-speaking countries of sub-Saharan Africa was held in Addis Ababa at the headquarters of the Economic Commission for Africa (ECA) from 11 to 14 February 1985. It was organized by the ECA African Training and Research Centre for Women (ATRCW), in close collaboration with the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

2. The purposes of the seminar were to examine the image and participation of women in African media and access to decision-making levels to promote their role in the economic and social advancement of the African continent. In particular, the agenda items included the portrayal of women in African media, employment, training and promotion opportunities, the significance of communication technology for women and women's role in communication policy.

3. The Seminar was the seventh and last in a series of regional seminars for media professionals, sponsored by UNESCO, in direct response to the priority recommendation of the UN/UNESCO seminar on Women and Media held at the United Nations Headquarters in 1980. The recommendation called for the convening of a series of regional seminars with high-level media managers to sensitize media leaders to the implications for society of women's disadvantaged condition, both as audience members and media personnel. The seminars were also recommended by the Expert Group Meeting on Women and the Media, organized by the United Nations Centre for Social Development and Humanitarian Affairs in Vienna, Austria in 1981.

4. In 1981, the first regional seminar was held in Jamaica for the Caribbean followed by one in Malaysia for Asia. A third seminar for Latin America, held in Mexico in 1982, was followed by a fourth in Fiji for the Pacific region. The fifth regional seminar was held in Tunisia for the Arab States in 1983 while the most recent one was held for all Europe and North America in Warsaw, Poland, in 1984.

II. ATTENDANCE

5. The following 15 member States of ECA and UNESCO were represented at the seminar: Botswana, Cameroon, Ethiopia, The Gambia, Ghana, Kenya, Lesotho, Liberia, Mauritius, Nigeria, Sierra Leone, Uganda, United Republic of Tanzania, Zambia and Zimbabwe. The participants were high-level government officials dealing with the media, information specialists and media professionals. States not members of ECA present as observers were: Japan, Union of Soviet Socialist Republics and the United States of America.

The following organisations were present as observers: the Organisation of African Unity (OAU), the International Labour Organisation (ILO), United Nations Children's Fund (UNICEF), United Nations Development Programme/World Food Programme (WFP), African Council on Communications Education, All-African Press Services, Federation of African Media Women, Pan-African News Agency, and the Tanzania Daily News. Resource persons were present from Africa, the Caribbean and Asia.

III. OPENING OF THE SEMINAR (agenda item 1)

6. The seminar was opened by Mr. M. Tchouta-Moussa, Deputy Executive Secretary of ECA, speaking on behalf of the Executive Secretary, Professor Adebayo Adedeji. He stressed the importance of the seminar's subject as crucial to the development of the region. Underlining women's role in the development of Africa, he stated that if the image of women in the media were to reflect the full range of contributions women have made and are capable of making to society, societal attitudes towards women would be broadened correspondingly. He traced the historical background of the United Nations concern with women and the media and the Economic and Social Council resolution which led to the involvement of UNESCO as the lead agency on the subject. He spoke of ECA's numerous activities on women and the media during the Decade for Women. In relation to the present seminar, he drew attention to the access of women to decision-making levels in the media, citing research proving the strong link between the image of women in the media and the degree of their participation in media decision-making. Until the participation of women in the media increased substantially, media would continue to be part of the problem rather than part of the solution to the full participation of women in development. Speaking of the region, he noted the under-representation of women in the upper echelons of the media and hoped that the seminar would suggest ways in which this could be changed. As for content, although African media were more concerned with development than other regions and this concern had permeated their coverage of women, much work remained to be done especially for rural women. The media must help shape new attitudes towards women by portraying them in the wide variety of roles they actually play in African society, rather than focussing only on their contributions of their families and relationships with men. Quoting from an ECA Study Tour of Women Journalists in 1976, he stated that those who control and operate the media must be aware of its powers on the individual and the community, they must be conscious of the factors that give rise to the need for improvement of the status and roles of women and they must be willing and able to be effective in contributing to bring about change.

7. The representative of UNESCO, Ms. Maxine Shatton, speaking of the activities of UNESCO in the field of women and media stressed the priority given by UNESCO to all women's activities including communication. Referring to UNESCO's previous regional seminars, as well as the meeting of Experts on Co-operation among Regional Communication Training Institutions held in Paris in 1983, she underlined the recommendations made for intensified training of women media professionals, particulary in the non-traditional areas such as management, the technical aspects of television, video, radio, audio-visual, satellite communication and print media. In the next biennium,

UNESCO was to finance such courses in leading regional communication training institutions throughout the world. Especially significant for Africa, UNESCO was submitting to the International Programme for the Development of Communication (IPDC) a regional three-year project for communication training and career development for women in Africa. If approved, it would be the first IPDC project devoted exclusively to women. Ms. Shatton informed the seminar that as a contribution toward the World Conference for the United Nations Decade for Women in July, UNESCO was preparing a review of the progress made in the field of women and media during the last decade. This review would include an analysis of a United Nations questionnaire on women and media and the recommendations of all the regional seminars held under the auspices of UNESCO.

IV. ELECTION OF OFFICERS (agenda item 2)

8. The following officers of the Seminar were elected:

Chairperson:	Ethiopia
First Vice-Chairperson:	Liberia
Second Vice-Chairperson:	Zimbabwe
First Rapporteur:	Kenya
Second Rapporteur:	The Gambia

V. ADOPTION OF THE AGENDA (agenda item 3)

9. The following agenda was adopted:

1. Opening
2. Election of officers
3. Adoption of agenda and organisation of work
4. Situation of women in the media in Africa
   (a) Images of women in the media
   (b) Participation of women in the media including training and access to decision-making levels
5. Communications technology and women's development
6. Women and communications policy
7. Adoption of report and recommendations
8. Closing

VI. GENERAL DEBATE

A. Situtation of women in the media in Africa (agenda item 4)

10. This agenda item had two parts: (a) images of women in the media, and (b) participation of women in the media, including training and access to decision-making levels. Part (a) was introduced by Ms. Elma Lisk-Anani, resource-person, who presented "Images and representation of women in the media in Africa" (E/ECA/ATRCW/UNESCO/4). While women in Africa throughout history had played a variety of roles, including roles of economic and political importance, the media, she said, tended to concentrate on the portrayal of women in their traditional social roles. This in turn had reinforced women's expectations and encouraged them to remain in subordinate roles. While the portrayal of women in the media was changing during the United Nations Decade for Women, with women being shown in a variety of activities, it still had not kept pace with women's participation in development. She made reference to the important contributions women writers and novelists were making. Women also had very strong representation in non-conventional media throughout Africa, many of which she detailed. She posed several questions to the media regarding the images of women and their portrayal, notably: what were the reasons for the distortions that appeared? To what extent were the media aware of distortions? Now were the media trying to alter the images presented? The media, she emphasized, should help shape new attitudes towards women and assist women in assuming new roles.

11. In the discussion that followed, it was pointed out that the media were reaching largely urban women. Several participants pointed out the difficulties in reaching rural women. Participants considered whether the portrayal of women had changed since the onset of the Decade for women. Several maintained that it had, as a result of conscious government policy to promote positive images of women. Others said that change had come as a result of changing realities within the society. This led to a consideration of whether images reflect or shape reality. Was the role of the media to mirror changes that were taking place in society or did it have the responsibility to influence social change by its portrayals? It was pointed out that it was not negative to portray women in their traditional roles of wife and housemaker, which were dignified and socially important. The negative aspect was to maintain that these were the only possible and desirable roles for women. In addition, images that showed women as totally emancipated were equally misleading as they did not reflect the situation of the majority of the region's women. It was pointed out that if the media were to influence change, the consciousness of those in the media had first to be raised.

12. The second part of this agenda item (b) was introduced by Ms. Elizabeth Okwenje, resource-person, in her paper "Access of women to decision-making levels in the media" (E/ECA/ATRCW/UNESCO/5). She detailed efforts that African women in the media had been making since 1977 to improve their situation but pointed out that in spite of these efforts, most media women in Africa were still in low-level positions. Few, if any, were at the top decision-making levels. Women were largely holding stereotyped jobs that conformed to traditional notions of what women could do. The lack of representation of women at high levels was a reflection of their powerlessness in society

at large, she maintained. It would be difficult for the situation of women in the media to change unless there was overall improvement in their status in the region. Conversely, unless women reached levels of influence in communications, it was difficult to see how development goals, such as the Lagos Plan of Action, could be achieved. She pointed out that the goal was the equitable representation of women at decision-making levels, not the replacement of men by women. Media women, however, needed to realize that there was power at many levels of the profession. As writers and camerapersons, they had much potential to influence public opinion. More training relevant to Africa's needs and situation was needed by women in the media, she emphasized. She made several recommendations regarding the participation of women in the media, including research on alternative forms of media; training women in communications skills, including decision making; mobilizing women for the development of their societies; developing the self-esteem of women in the media to encourage them to strive for higher positions; and integrating communications more effectively into all development efforts.

13. Participants underscored the important task of the media in promoting the development of all human resources. Simply to have women in decision-making positions was no guarantee of better representation of women; the women, as well as the men, in these positions had to have ideological awareness of the need for equity. The media, however, could do much to educate parents and children about desirable futures which would have equal opportunities for boys and girls, men and women, in all realms. One of the difficulties in promoting women to higher positions, it was pointed out, was that media work was inherently unattractive to women, given the nature of the work; special efforts had to be made to recruit young girls to it.

14. The mass media in Africa was based on high technology, several participants noted, which was neither designed nor manufactured in Africa. In many cases, the name "mass media" was a misnomer, as it actually reached very few, especially in the rural areas (some countries where mass media was getting to the vast majority were noted as happy exceptions). It was suggested that perhaps greater efforts should be made to develop alternative and more appropriate media for the situation of the region. Several examples of successful uses of appropriate media were given. It was felt, however, that all communication possibilities should be used. In citing the number of new media that had emerged directed at women in the region, it was felt that they had little impact as they were read only by women. However, examples from other regions showed that media directed at women had achieved several important objectives. In reviewing the resolutions that had been passed for the promotion of women over the last 10 years, hope was expressed that ways and means would be found to secure their implementation. Regarding training, the efforts that UNESCO was making to increase training opportunities for women in the media were detailed.

15. Participants noted that contemporary mass media such as television and newspapers were not suited to the ordinary African setting. They asked what ECA had done to influence government leaders to improve the lot of women in the region. It was pointed out that though the ECA Conference of Ministers had adopted resolutions, implementation was another matter. The representative of OAU pointed out the importance of member States in implementing these resolutions.

(a) Country reports

16. Participants heard reports from Botswana, Cameroon, Ethiopia, the Gambia, Ghana, Kenya, Lesotho, Liberia, Mauritius, Nigeria, Sierra Leone, the United Republic of Tanzania, Uganda, Zambia and Zimbabwe on the situation of women in the media.

(b) Women and decision-making

17. All the country reports stressed the important role women should play in national development. With regard to employment, it was observed that women were employed more in government media than in the private sector.

It was emphasized throughout, that there was need to encourage women to play a more active role in the political, economic and social development of their countries. Historical and cultural factors also accounted for the small number of women in the decision-making cadre of the media. Some countries pointed out that women themselves also believed in division of labour on the basis of sex which made them lack confidence in their work.

18. Most participants also stressed that the tedious nature of work in the media made it difficult for women to be attracted to this profession. Certain careers in media, e.g., in the technical field, were not encouraging for women to join. A few countries felt that the status and role of women in the media had considerably improved, although there was still room for more improvement.

(c) Training and promotion

19. Most participants discussed the need of setting up media training institutions to cater also for women. Women were hardly ever promoted to decision-making positions in the media. This was mainly due to: (a) inadequate training; (b) the nature of media work that made them feel content to stay where they were or resign to take up other less-demanding jobs; (c) the number of women in the industry were too few to compete with men.

20. The problem of a limited pool of young women from which to select for media training was noted and attributed to the school curriculum which favoured men for science subjects.

(d) Channels of communication in the media

21. The majority of countries cited the radio as the most effective media for reaching the rural population, most of whom were illiterate. Nevertheless, the timing of some programmes was considered a problem.

(e) Portrayal of women in media

22. Most countries reported that there were conscious efforts to portray women as equal partners in the development of their countries. A shift from fashions, home and cosmetics was taking place, but much remained to be done in the area of health, education and agriculture. Negative portrayals of women in the media were severely criticized, particularly in advertising where women were used as sex symbols.

23. In broadcasting, several countries stressed the need for more air time for women's programmes. Simultaneously in the national dailies, it was felt that women's news and features should not be confined to the women's column.

24. A number of countries revealed the existence of association of media women which performed important roles. Women's bureaux, commissions and associations had been set up during the Decade to help advance the course of women. On behalf of the Kenyan Government Secretariat for the 1985 World Conference on the United Nations Decade for Women and the Non-governmental Organisations (NGO) forum, the representative of Kenya emphasized the importance of media coverage for the event and the preparations that were being made for it. She informed the seminar that more than 60 workshops a day would be taking place as part of NGO Forum activities, thus presenting a challenge to media coverage.

B. Communications technology and women (agenda item 5)

25. Resource person Ms. Haruko Watanabe introduced this item with a presentation entitled "Communications technology and women's development: an Asia-Pacific experience". Communication technology and women's development had several major aspects deserving of consideration, she said, notably hardware, software, the people involved in their use, the infrastructure which supported it and various costs of introducing new technology, including the socio-economic and cultural consequences. Although women in developing countries did not have a voice in the design of hardware at present, women could harness the software of communication technology for women's development by mastering production techniques essential in print, radio and video-television. Examples were given of the impact of radio and video technology on women in the Asia-Pacific region, including the all-female news staff of the Tonga Broadcasting Commission and the establishment of the Fiji National Video Production Centre which would eventually feed its programmes through a regional television satellite network. The training courses on radio, television and video production for women's development at the Asia-Pacific Institute for Broadcasting Development were evaluated in conjunction with the advancement of women in and through the media. She also gave details about the video production workshop for women, co-sponsored by HKW Video Workshop and the Federation of African Media Women, that would be held in conjunction with the NGO Forum on the Decade for Women in Nairobi from 2 to 20 July 1985. The purposes of the Nairobi television-video journalists training course for women's development were to equip women broadcasters and video journalists from the global sphere ENG (FFP) with television-video production skills as well as to promote the goals of the United Nations Decade for Women and work towards the advancement of women to the year 2000.

26. In the discussion of this agenda item, participants voiced reservations related to the use of high technology in the Africa region where many areas were without electricity or supplies were expensive and unreliable. Several participants gave examples of the use of appropriate technology, such as poster campaigns, for communication in rural areas. Such methods, they suggested, should be used to circumvent hardware constraints.

C. Women and communications policy (agenda item 6)

27. This agenda item was presented by Dr. Heather Royes, resource person. She proferred that women were rarely involved in the formulation of communications policy, particularly as it related to technical areas, such as allocation, computerization of print media, relations with international organisations and implementation of international communications agreements. Women were rarely represented at major international conference dealing with vital communications issues, she said. The technical areas, she maintained, were the decisive ones in today's world, and if women from developing countries continued to be absent from these areas, they could not hope to influence policy or participate at highest decision-making levels.

(a) Observer statements

29. The representative from the United States of America pointed out the recent increase in the number and percentage of women at decision-making levels in her country in print media, broadcast and cable TV. She noted that women's group challenges to the licenses of broadcasting stations had helped to modify undesirable portrayals of women in the media. Equal pay for equal work, however, was still an issue of concern to media women there. Training opportunities for third world media personnel were available from both the United States Government and private organisations. The representative of the Union of Soviet Socialist Republics informed participants of the USSR's participation in UNESCO communications activities, particularly of the availability of 50 fellowships annually for study for a period of four to five years in communications in her country, in accordance with the IPDC. IPDC also had special fellowships for communications professionals to study in the USSR for periods from six months to one year, she said. Candidates should be proposed through national UNESCO Commissions.

30. The representative of UNICEF underlined her organisations special mandate to women and emphasized the importance of its child survival revolution activities, which included women's education as one of its strategies. UNICEF was concerned to ensure that information reached rural women. The ILO representative stated her organisation's historical involvement with working women and detailed research projects and information activities undertaken on their behalf during the United Nations Decade for Women. She indicated that ILO paid special attention to the impact of new technology on women workers.

31. The observer from the Pan-African News Agency described the activities and objectives of PANA since its establishment under the auspices of OAU. She detailed its efforts to focus attention on women's issues and activities including a series of stories on women of the month and women in development. The origin and goals of the Federation of African Media Women were explained by its representative: it encouraged women's training in media and stimulated formation of national associations of media women. She also reported many of FAMW's activities, including a successful workshop in Uganda that produced extensive media coverage and national recognition of the importance of women and their activities. The purpose and objectives of the African Council on Communications Education were set forth. The Council was concerned that men and women being trained in communications be exposed to curriculum relating to technology and decision-making.

(b) Committee work

32. The seminar divided into two committees on the third day of its work to draft recommendations for presentation to plenary. Committee I elected Nigeria to the chair and Zimbabwe as Rapporteur; it was charged with recommendations on images of women in media. Committee II dealt with participation of women in media including training and access to the decision-making level. It was chaired by Botswana, with the United Republic of Tanzania serving as Rapporteur.

D. Adoption of the report (agenda item 7)

33. The rapporteurs introduced the draft report of the seminar at the final plenary meeting on 14 February 1985. Participants considered the report and adopted it with certain amendments which were incorporated into the final report.

34. The rapporteurs of Committees I and II introduced recommendations on women and the media. The recommendations as adopted appear in section VII of this report. Participants adopted a vote of thanks to the Director-General of UNESCO and the Executive Secretary of ECA as well as their staff for the work they were doing in promoting the integration of women in development. They voiced the hope that UNESCO would surmount its present difficulties to be able to continue giving substantial support to the development of women in Africa.

E. Closing (agenda item 8)

35. The Chairperson expressed her pleasure at the outcome of the seminar and voiced her conviction that the relevant ministries in member States, including her own, would do their best to implement the recommendations of the seminar. Efforts to change the images of women in the media in the region should be forthcoming as a result of this seminar, she said. The representative of UNESCO declared the commitment of her organisation to implement the recommendations that had been directed to it. She also repeated details of UNESCO's training opportunities for African media women and she emphasized that the recommendations of the seminar would be communicated to the World Conference on the United Nations Decade for Women. The Deputy Executive Secretary of ECA took note of the important deliberations of the seminar, particularly the need for women to enter technical communications areas. He stressed that the media needed to pay still more attention to the problems of rural women and should explore all available methods to do so. ECA would continue its efforts to sensitize member States to the problems that the seminar had raised.

VII. RECOMMENDATIONS

A. On images of women in the media

The seminar concluded that the image of African women reflected in the media in the region was generally distorted and full of stereotypes and misrepresentations of the many roles of women, especially those in the rural areas. It was concluded that the reasons for this were:

(a) Cultural biases;

(b) Attitudes towards women;

(c) Women's own attitudes towards themselves;

(d) Low representation of women at the decision-making levels in government information and media organisations;

(e) Since the mass media was still relatively new in Africa, media professionals have not been able to take advantage of the full potential of the media - especially regarding the protrayal of women by the media;

(f) Insufficient and improper training of women invplved in the media - thus prohibiting them from having confidence and motivation in themselves both as professionals and as women.

Media and governments

1. (a) The media, in particular newspapers, should give more space to women's affairs and call attention to those issues which are particularly disadvantageous to women, e.g., certain aspects of customary laws, negative societal attitudes about the education and role of women vis-à-vis men, women's expectations of themselves, and marital relations. The newspapers and the entire media should pay more attention to women's contributions, particularly in non-traditional fields, in order to encourage women to enter these fields;

(b) To encourage the establishment of rural information centres and services, thereby ensuring media access for rural women, e.g., transistors, TV sets and rural newspapers.

2. (a) Governments which have or are fomulating media policies are requested to ensure that there is a positive declaration or statement included regarding the role and image of women in the media;

(b) Material for schools, such as textbooks, broadcasting material, visual material and the curriculum in general should be developed to ensure more realistic image of women operating in the home, community, professions, and as active participants in national development;

(c) Career guidance and counselling in schools should include broadcasting, journalism, public relations and the new media technologies, e.g., video, TV, etc., printing and allied disciplines, so that young girls can visualize these as possible careers for themselves.

3. UNESCO, ECA and OAU are requested to assist in the collection of data on the role of women in development and on the image of women in the media on the African continent.

4. (a) OAU and ECA are requested to expand their information Units in order to deal with women and development, and to disseminate more positive information on women throughout the continent;

(b) OAU is requested to establish a women's unit to co-ordinate activities of women in development projects and liaise with Information Units in OAU and ECA;

(c) It is requested that the forthcoming OAU Economic Summit includes an agenda item on the role of women in the economic development of Africa and in particular on the integration of women in the development process.

5. (a) UNESCO and the Commonwealth Broadcasting Union are requested to fund (i) regional managerial workshops for media women; (ii) national in-service training to assist media women to improve material on women that appears in the regional exchange of programme material on women in development.

6. (a) National regional media organisations are requested to encourage women employees to prepare themselves for high-level decision-making positions and therefore, to ensure that there is input from women in decisions pertaining to content and attitudes that affect women's images reflected in the media;

(b) Media organisations should work hand in hand with women's organisations to establish rapport and understanding of each other's activities.

7. The Pan-African News Agency should ensure that there is a deliberate policy for the exchange of material in the region which emphasizes positive aspects of women in development and issues affecting women on the African continent.

8. Regional Women's Groups are requested to (a) assist the media by identifying women's activities, projects and issues for coverage; and (b) to act as liaison between media and women - both nationally and regionally.

9. National Women's Media Associations and National Unions of Journalists are requested to assist in improving the self-image of women media workers, and thereby increase their ability to affect a more positive image of women in the media.

10. Individual media practitioners should (a) encourage male colleagues to take an interest in and to report women's issues and activities more positively, (b) improve the image of the women working in the media; and (c) ensure that stereotyped attitudes towards women portrayed in the media are changed to more realistic and representative approaches.

11. Advertising agencies and commercial divisions of the media are requested to monitor the use of female stereotypes and the exploitation of women for commercial purposes and to assist in evolving a more balanced and positive image of women in advertising material.

12. Training institutes of mass communication and journalism should strive towards increasing the numbers of women trainees to include social workers, health workers, female personnel in voluntary organisations and functional literacy, etc., who work with women in rural areas, include women's issues in the training programmes of these institutes, and encourage on-the-job training of women to prepare them for higher responsibilities in their different communities. Training programmes need continuous and strong links with real problems and conflicts that people who are overwhelmed by contrary trends of traditional environment are facing in their struggle for development.

13. ECA should commission a study on the images of women as portrayed in fiction, in newspapers, magazines and novels and submit its findings to African Governments.

B. PARTICIPATION OF WOMEN IN THE MEDIA

(a) Training

1. ECA should compile a catalogue of existing institutions and programmes of training on communications, including media technology and management and of available sources of funding, and make the catalogue available to governments, media organisations and media women.

2. UNESCO, training institutions and media organisations should give special emphasis to the training of women and women trainers in such areas as management technical aspects of television, video, radio, film, audio-visual, satellite communication and print media. Particular encouragement should be given to training in electronic field production techniques so that programmes for national development will involve women's concerns as equal partners in society. The training of trainers in these fields should be emphasized.

3. Governments should establish women's bureaux in countries where these do not exist.

4. International organisations, non-governmental organisations, foundations and other institutes disseminating information on training opportunities, fellowships, seminars and other relevant conferences in the communications field should ensure that this information reaches women's bureaux in government ministries, women media associations and other women groups in timely fashion. Governments receiving such information are urged to encourage women to participate in such activities.

5. The International Programme for the Development of Communications (IPDC) and other organisations granting fellowships and communications training should make special provisions to allow the selection of women candidates.

6. Governments serving on the Inter-governmental Council of the IPDC should support the Communication Training and Career Development for Women in Africa Project to be proposed to it in March 1985.

7. ECA and the African Council for Communication Education together with Communications training in Africa should review and subsequently design relevant courses considering Africa's particular needs at urban and rural levels, such as using the media for development, integrating traditional and modern forms of communication and involving African trainers in training programmes.

(b) Employment

8. National media associations, media organisations and media leaders should offer career guidance, especially to girls in secondary schools, so as to encourage more of them to join the communications fields and training institutions with the ultimate aim of their playing important technical and professional roles in the media.

9. International, intergovernmental and non-governmental organizations should make known to African women available employment opportunities within their organisations to ensure adequate representation of African women.

10. In view of traditional attitudes which have caused women to lag behind their menfolk in the media, especially in decision-making positions, measures should be introduced to ensure that women are accorded preferential treatment in media promotions. Women's organisations which have been set up to advance the cause of women in the media and other occupations should use their offices to ensure that all possible means are introduced forthwith to redress this imbalance.

11. Media women should establish their own national associations for solidarity and the exchange of resources and call upon organisations such as OAU, UNESCO, international media associations and other funding organisations to assist in the activities of such national associations.

12. ECA and the ACCE should conduct case studies by researchers, including women, on the participation of women and their access to decision making in the media throughout Africa and distribute their results to African Governments.

13. African Governments which have not ratified ILO Conventions relevant to women should do so as soon as possible. These include:

(a) Convention No. 100 concerning equal remuneration for work of equal value;

(b) Convention No. 111 concerning discrimination in respect of employment and occupation;

(c) Convention No. 156 concerning equal opportunities and equal treatment for men and women workers with family responsibilities;

(d) Convention Nos. 3 and 103 concerning maternity protection.

14. Women media practitioners should use their skills to promote rural development.

(c) Technology

15. Manufacturers should design, and African Governments, media organisations and international bodies should encourage the use of appropriate and light weight media equipment.

(d) Communication policy and planning

16. African Governments should speed up the implementation of the Lagos Plan of Action in which the role of women in development and the need to involve women in the media and communication are stipulated.

17. African Governments should develop clearly articulated communication policies, with the participation of women as an integral part of their national development plans.

18. Communications training institutions and ACCE should include courses on communications policy and planning in their curricula.

(e) Pan-African News Agency (PANA)

19. An African Women Features Service should be set up within PANA which should act as the main dissemination centre for features written on African women.

20. PANA should encourage the recruitment and promotion of media women to senior positions.

LIST OF DOCUMENTS

Title	Symbol
Provisional agenda	E/ECA/ATRCW/UNESCO/1/Rev.1
Provisional programme of work	E/ECA/ATRCW/UNESCO/INF.1/Rev.1
Annotated provisional agenda	E/ECA/ATRCW/UNESCO/2
Women and the Mass Media in Africa: Case Studies of Sierra Leone, the Niger and Egypt	E/ECA/ATRCW/UNESCO/3 (ST/ECA/ATRCW/81/23)
Images and Representation of Women in the Media in Africa	E/ECA/ATRCW/UNESCO/4
Access of Women to Decision-Making Levels in the Media in Africa	E/ECA/ATRCW/UNESCO/5
Masse Media: The Image, Role and Social Conditions of Women	E/ECA/ATRCW/UNESCO/6
The Portrayal and Participation of Women in the Media	E/ECA/ATRCW/UNESCO/7
Meeting of Experts of Co-operation Regional Communication Training Institutions	EC/ECA/ATRCW/UNESCO/8

LIST OF PARTICIPANTS IN THE REGIONAL SEMINAR
ON WOMEN AND DECISION MAKING IN THE MEDIA
Addis Ababa, 11 to 14 February 1985

I. Participants

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2. Cameroon	
Ms. Jacqueline Abena Nlomo (Reporter)	Cameroon Tibune, Yaoundé
Ms. Olive Shang (Producer)	Radio Cameroon, Yaoundé
3. Ethiopia	
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